



# BIG IN YOUR LIFE

## A PREMIUM GLOBAL CORPORATION: TRANSCENDING BUSINESS

A US \$41 billion corporation, the Aditya Birla Group is in the League of Fortune 500 companies. It is anchored by an extraordinary force of 120,000 employees, belonging to 42 nationalities and the Group operates in 36 countries. Over 50 percent of its revenues flow from its overseas operations.

Beyond business, the Aditya Birla Group is:

### BIG IN MAKING A DIFFERENCE

- Working in 5,000 villages globally.
- Impacting 7.5 million people annually through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla.

### BIG IN HEALTH-CARE

- Over a million patients treated at 5,000 medical camps and our 20 hospitals.
- Over 1,200 children provided cleft lip surgery.
- More than 5,000 physically challenged persons provided artificial limbs.
- Over 90 million children immunised against polio over the last 6 years.
- Collaborated with Vision Foundation of India to provide sight to 6,600 blind people.
- 50 Reverse Osmosis Plants (RO) installed to provide drinking water for villagers.
- Helped set up over 22,000 toilets, across 50 villages besides 2,000 households in Jammu & Kashmir.



ADITYA BIRLA GROUP

### BIG IN EDUCATION

- Our 48 schools educate over 45,000 children.
- Scholarships given to 32,000 children from the interiors.
- Over 28,000 children in the hinterland of India are being taught English.
- We support schools for the differently-abled in Karnataka and Odisha.
- We are transforming 20 schools in Rajasthan into model schools.
- We foster the cause of the girl child by supporting 40 Kasturba Gandhi Balika Vidyalayas (residential schools for girls).
- We have provided solar lamps to 3.5 lakh school children in 31 remote blocks of India.
- Our mid-day meal kitchen in the Keonjhar district of Odisha, accords mid-day meals to 24,000 children everyday in 268 schools.
- We also sponsor mid-day meals at 625 schools, with 50,000 children across India.

### BIG IN MODEL VILLAGES

- We are engaged in creating model villages in rural India. We have chosen 300 villages for this transformation - whereby in a five year timeframe the villages would be self-reliant in every aspect, moving out of the "below the poverty line" status. So far, more than 90 villages in India's hinterland have already reached the level of model villages.

### BIG IN SUSTAINABLE LIVELIHOOD

- Our Training Centres and Technology Park accord training in sustainable livelihood projects to 95,000 people.
- We work with BAIF and JK Trust in 13 centres and help over 100 villages under the project 'Integrated Livestock Development Centres'.
- Our 4,500 Self-Help Groups have empowered 45,000 women.
- Through Private Public Partnership projects, we have engaged with the governments of Madhya Pradesh and Odisha to enhance living standards in 21 villages and have impacted over 500 families.
- We have helped farmers plant more than a million saplings, including fruit-bearing trees, in their villages.
- We have installed over 1,000 biogas plants in villages of Uttar Pradesh, Madhya Pradesh, Odisha and Gujarat.
- Working with Habitat for Humanity, we have built more than 500 houses, besides supporting the building of 3,800 more houses across India.

### AT THE MACRO LEVEL

- To embed CSR as a way of life in organisations, we have set up the FICCI - Aditya Birla CSR Centre for Excellence, in Delhi.
- Ongoing education, healthcare and sustainable livelihood projects in Philippines, Thailand, Indonesia, Egypt, Korea and Brazil, lift thousands of people out of poverty.

We transcend the conventional boundaries of business because we care.

ADITYA BIRLA CORPORATE COMMUNICATIONS & CSR.

www.vgc.in